

ORDER



Orders
Order / Rev: 44213
Alt Order #: 08831286
Product Desc: DCCC
Estimate: 1193
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 07/20/12 / 10/22/12
Order Type: CIA - O

KTVX-TV

Primary AE: Continental Washington DC
Sales Office: CNAT
Sales Region: National

Agency
Name: Great American Media
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Democratic Congressional Campaign
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	38	\$18,140.00	\$15,419.00
10/29/12	10/29/12	10	\$10,450.00	\$8,882.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	38	\$18,140.00	\$15,419.00	0.00
November 2012	10	\$10,450.00	\$8,882.50	0.00
Totals	48	\$28,590.00	\$24,301.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KTVX-TV	15%	\$28,590.00
Market	100%	\$190,600.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	25%	\$47,650.00
KSTU	20%	\$38,120.00
KUCW	5%	\$9,530.00
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	35%	\$66,710.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	10/23/12	10/26/12	M-F 5a-530a GMU	CM	5:00 AM-5:30 AM	- TWTF - -	:30	1	\$90.00	P-1	0.00	NM	1	\$90.00
GOOD MORNING UTAH-5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -			1			\$90.00		0.00			
E 2	KTVX	10/23/12	10/26/12		CM	5:30 AM-6:00 AM	- TWTF - -	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00

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Advertiser: Democratic Congressional Campaign Co
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KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 530a-6a GMU															
M-F 530a-6a GMU															
GOOD MORNING UTAH-530AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					1	\$150.00		0.00			
E 3	KTVX	10/23/12	10/26/12	M-F 6a-630a GMU	CM	6:00 AM-6:30 AM	- TWTF - -	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
M-F 6a-630a GMU															
GOOD MORNING UTAH-6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					2	\$200.00		0.00			
E 4	KTVX	10/27/12	10/27/12	Good Morning America	CM	6:00 AM-7:00 AM	- - - - - S-	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
GMA Sa 6a-7a															
GOOD MORNING AMERICA SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - - S-					1	\$175.00		0.00			
E 5	KTVX	10/28/12	10/28/12	Good Morning America	CM	6:00 AM-7:00 AM	- - - - - S	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
GMA Su 6a-7a															
GOOD MORNING AMERICA SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - - S					1	\$175.00		0.00			
E 6	KTVX	10/23/12	10/26/12	M-F 630a-7a GMU	CM	6:30 AM-7:00 AM	- TWTF - -	:30	2	\$250.00	P-1	0.00	NM	2	\$500.00
M-F 630a-7a GMU															
GOOD MORNING UTAH-630AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					2	\$250.00		0.00			
E 7	KTVX	10/23/12	10/26/12	Good Morning America	CM	7:00 AM-9:00 AM	- TWTF - -	:30	3	\$300.00	P-1	0.00	NM	3	\$900.00
GMA 7a-9a															
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					3	\$300.00		0.00			
E 8	KTVX	10/23/12	10/26/12	M-F 9a-10a	CM	9:00 AM-10:00 AM	- TWTF - -	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
M-F 9a-10a															
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					2	\$200.00		0.00			
E 9	KTVX	10/28/12	10/28/12	This Week	CM	10:00 AM-11:00 AM	- - - - - S	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
This Week (10:00 AM-11:00 AM)															
THIS WEEK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - - S					1	\$250.00		0.00			
E 10	KTVX	10/23/12	10/26/12	M-F 11a-12p	CM	11:00 AM-12:00 PM	- TWTF - -	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
M-F 11a-12p															
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					2	\$300.00		0.00			
E 11	KTVX	10/23/12	10/26/12	M-F 3p-4p	CM	3:00 PM-4:00 PM	- TWTF - -	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
M-F 3p-4p															
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					2	\$400.00		0.00			
E 12	KTVX	10/23/12	10/26/12	ABC4 News at 4p	CM	4:00 PM-4:30 PM	- TWTF - -	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
ABC4 News at 4p															
ABC4 NEWS @ 4PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					1	\$400.00		0.00			
E 13	KTVX	10/23/12	10/26/12	ABC4 News at 5p	CM	5:00 PM-5:30 PM	- TWTF - -	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
ABC4 News at 5p															
ABC 4 NEWS AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					2	\$400.00		0.00			
E 14	KTVX	10/27/12	10/27/12		CM	5:00 PM-5:30 PM	- - - - - S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00

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KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sat ABC4 News @ 5p Sat ABC4 News @ 5p ABC4 NEWS-5P SAT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$400.00 0.00															
E 15	KTVX	10/28/12	10/28/12	SUN ABC4 News @ 5p CM SUN ABC4 News @ 5p		5:00 PM-5:30 PM	-----S	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
ABC4 NEWS-5P SUN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$400.00 0.00															
E 16	KTVX	10/23/12	10/26/12	ABC4 News at 6p CM ABC4 News at 6p		6:00 PM-6:30 PM	-TWTF--	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
ABC 4 NEWS AT 6P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -TWTF-- 2 \$500.00 0.00															
E 17	KTVX	10/27/12	10/27/12	NCAA FB 6p-9:30p CM NCAA FB 6p-9:30p		6:00 PM-9:30 PM	-----S-	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
ABC COLLEGE FTBL-PRIME <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$1,200.00 0.00															
E 18	KTVX	10/29/12	10/29/12	Mon Spec CM Dancing w/Stars		7:00 PM-9:00 PM (7:00 PM-9:00 PM)	M-----	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
DANCING WITH THE STARS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$7,000.00 0.00															
E 19	KTVX	10/23/12	10/23/12	Tue Spec CM Dancing Results Show		7:00 PM-8:00 PM (7:00 PM-8:00 PM)	-T-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
DANCING WITH STARS RESULTS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$2,500.00 0.00															
E 20	KTVX	10/23/12	10/26/12	ABC4 News at 10pm M-EM M-F 10p-1036p		10:00 PM-10:35 PM	PI-TWTF--	:30	4	\$900.00	P-1	0.00	NM	4	\$3,600.00
ABC 4 NEWS AT 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -TWTF-- 4 \$900.00 0.00															
E 21	KTVX	10/27/12	10/27/12	ABC4 News at 10pm SaCM Sa 10p-1030p		10:00 PM-10:30 PM	PI-----S-	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ABC 4 NEWS AT 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$800.00 0.00															
E 22	KTVX	10/28/12	10/28/12	ABC4 News at 10pm SuCM Su 10p-1030p		10:00 PM-10:30 PM	PI-----S	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
ABC 4 NEWS AT 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$900.00 0.00															
E 23	KTVX	10/23/12	10/26/12	Nightline CM M-F 1036p-1103p		10:35 PM-11:05 PM	PI-TWTF--	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
NIGHTLINE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -TWTF-- 2 \$400.00 0.00															
E 24	KTVX	10/23/12	10/26/12	Jimmy Kimmel Live CM M-F 1203a-0107a		12:05 AM-1:05 AM	-TWTF--	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
JIMMY KIMMEL LIVE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -TWTF-- 1 \$100.00 0.00															
E 25	KTVX	10/29/12	10/29/12	M-F 6a-630a GMU CM M-F 6a-630a GMU		6:00 AM-6:30 AM	M-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
GOOD MORNING UTAH-6AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$200.00 0.00															
E 26	KTVX	10/29/12	10/29/12		CM	6:30 AM-7:00 AM	M-----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00

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KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 630a-7a GMU											
				M-F 630a-7a GMU											
				GOOD MORNING UTAH-630AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$250.00		0.00			
E 27	KTVX	10/29/12	10/29/12	Good Morning America	CM	7:00 AM-9:00 AM	M-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
				GMA 7a-9a											
				GOOD MORNING AMERICA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$300.00		0.00			
E 28	KTVX	10/29/12	10/29/12	M-F 9a-10a	CM	9:00 AM-10:00 AM	M-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
				M-F 9a-10a											
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$200.00		0.00			
E 29	KTVX	10/29/12	10/29/12	M-F 11a-12p	CM	11:00 AM-12:00 PM	M-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
				M-F 11a-12p											
				THE VIEW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$300.00		0.00			
E 30	KTVX	10/29/12	10/29/12	ABC4 News at 5p	CM	5:00 PM-5:30 PM	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
				ABC4 News at 5p											
				ABC 4 NEWS AT 5PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$400.00		0.00			
E 31	KTVX	10/29/12	10/29/12	ABC4 News at 6p	CM	6:00 PM-6:30 PM	M-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
				ABC4 News at 6p											
				ABC 4 NEWS AT 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$500.00		0.00			
E 32	KTVX	10/29/12	10/29/12	ABC4 News at 10pm M-F	CM	10:00 PM-10:35 PM	M-----	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
				M-F 10p-1036p											
				ABC 4 NEWS AT 10PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$900.00		0.00			
E 33	KTVX	10/29/12	10/29/12	Nightline	CM	10:35 PM-11:05 PM	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
				M-F 1036p-1103p											
				NIGHTLINE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$400.00		0.00			
N 34	KTVX	10/23/12	10/26/12	ABC4 News at 5p	CM	5p-530p	-TWTF--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
				ABC4 News at 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					1	\$400.00		0.00			
N 35	KTVX	10/23/12	10/26/12	ABC4 News at 4p	CM	4p-430p	-TWTF--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
				ABC4 News at 4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					1	\$400.00		0.00			
													Totals	48	\$28,590.00